

$$\left[ \frac{\text{Technical Skill} + \text{Specialist Self-Value}}{\text{Expressed Emotional Need}} \right]$$

(Delivery Cost + Availability of Service)

+ Communication

= *REAL VALUE*

## Removing IWTTIO...

“Can I share something with you? If at any point during this conversation you don’t like me - or the direction we are headed - just tell me to stop.

If at any point you really like what is happening here please just let me know. I will cover everything we need today to make a simple “yes” or “no” decision when we are done.

What I want to avoid is saying that you want to think it over. What I have found is that anyone who says that to me really wants to say “no” but is afraid they will hurt my feelings.

It is okay to say no - I prefer it that way."

### *Rewrite In Your Own Words*

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Interview Debrief Worksheet

Make 5 copies of this worksheet and choose 5 upcoming Prospect Interviews. When each interview is completed take this worksheet out and immediately describe what happened during each step of the process and what techniques you used, and rules you adhered to, what the prospect said or did, be prepared to discuss at the next lesson.

Prospect Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_:\_\_\_\_ am/pm

<i><b>STEP</b></i>	<i><b>YOU</b></i>	<i><b>PROSPECT</b></i>
Your Pre I and R Ranking - 1 to 10	I =                      R =	
<b><u>Making the Connection</u></b> Were they V, K or A? Vocal Qualities Fast or Slow Loud or Soft Physical Qualities/Dress		
<b><u>Setting the Rules/Contracts</u></b> Questions/Agenda Time Remove IWTIO Decision Maker		
<b><u>Pain</u></b> Stroke/Reverse/Nurture Notes List the Pains Pain Funnel Well, Sick, Ill or Critical		
<b><u>Money</u></b> Lead In Review Pains Bracket/Round Numbers When Where		
<b><u>Decision</u></b> Who Else? Similar Purchase Timeline/Urgency Stripline		
<b><u>Present Your Stuff</u></b> Let Prospect Touch Associate Features & Px Take Temperature		
<b><u>Post-Sell</u></b> Remove Buyer's Remorse Get Referrals		
Your Post I and R Status - 1 to 10	I =                      R =	

## First Contact Debrief Worksheet

Suspect Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_:\_\_\_\_ am/pm

STEP	YOU	SUSPECT
Your I and R Ranking	I =                      R =	
<b>Making the Contact</b> Where? (Structured Time Scenario) Who started the transaction? How? 3 Ft Rule		
<b>What Do You Do?</b> Who initiated? Work Second First Name Only No Company Name What kind of Fish are they?		
<b>30 Second Commercial</b> Profession 3 Px – Pain Indicator SRN 3x Negative Reverse Px Funnel the Response Dummying up, Striplining Past - Present – Future Story		
<b>Outcome</b> Invite for Consult Yes No DF Time and Day Mutual Understanding		
Your I and R Ranking: 1 to 10	I =                      R =	
<b>Lesson Learned</b>		

### **System Action:Reaction Stability (S-A:R-S) Assessment Procedures**

S-A:R-S Assessment is performed as a way to check the client's overall mechanical responsiveness to perturbation indirectly reflecting CNS: PNS communication via the QMAMC. The muscles/positions\* tested in this order are:

*G. Mede: MF (Supine Hip Abducted pushing into Hip Adduction)*

*TFL (Supine Hip Abducted and Flexed pushing into Hip Adduction and Extension)*

*Latissimus Dorsi (Supine Arm/Shoulder Extended)*

*Gluteus Maximus: Sacral Fibers (Prone Hip Extended w/ Knee Extended pushing into Hip Flexion)*

*TVA: Lower Fibers (Supine Same Side Hip Flexed/Knee Flexed w/ Foot on Opposite Knee, Rotated Pelvis pushing on the Inside Knee to unrotate pelvis)*

*Psoas Major: Lumbar Fibers (Supine Hip Externally Rotated/Abducted/Flexed pushing leg into Extension)*

*Longus Colli: Superior Oblique Fibers (Supine Head/Neck flexed and Rotated pushing into Extension)*

**\* Remember that the anatomical muscle names are used to designate the position/body orientation only. There is no stabilizing hand creating local restraint anywhere on the body during the performance of these tests. Think of them only as positional/postural when conducting the test.**

Perform these tests with the following precautions:

1. Do not perform all the tests for clients with high Allostatic Load per the AL Screen
2. Choose one pair at a time.
3. Consider performing these checks in the following scenarios:
  - a) Pre session
    - i. To estimate the Allostatic Load's influence on mechanical ability of client
  - b) Intra session
    - i. To test if muscle/position/motion being worked causes or improves S-A:R-S test(s)
    - ii. To test if ROM or Mechanical Excursions causes inhibition.
  - c) Post session
    - i. To assess system stability of client
  - d) For established client who reports a change in their status i.e. surgery, injury.

Qualifying a S-A:R-S QMAMC + vs. Local QMAMC + test  
Seeing a recurring system reaction pattern of tests (QMAMC +)

TEST	Innervation/ <i>Lovett Brother</i>	Mechanical Response Anchors (NO PRACTITIONER STABILIZING)	Local Mechanical Anchors (PRACTITIONER Force App Change)
G Mede MF	L5  C1	Contra Lateral Trunk Lateral Flexor's	Hip Abductors Ipsi Lateral Lumbo-Pelvic Lateral Flexors Knee Extender's
TFL	L4/L5/S1  C3	Contra Lateral Trunk Lateral Flexors/ Extender's	Hip Flexors Hip Ipsi Lateral Lumbo-Pelvic Lateral Flexors Abductors/Knee Extender's
Psoas	L4  C2	Contralateral Trunk Extenders/ Rotator's	Hip Flexors Hip External Rotators Knee Extender's
TVA	T9  T2	Contra Lateral Trunk Rotators	Hip Adductors Ipsilateral Trunk Flexor/Rotators
Lat	C7/T1  T11/T10	Ipsi Lateral Shoulder Girdle/Trunk Extensor's	Elbow Extensor's R/U Pronator's
Colli	C2/C3  L4/L3	Ipsi Lateral Trunk Extensor's	Neck Rotator's Neck Flexor's
Glute	S3  Occiput	Contra Lateral Trunk Flexor's	Lumbar Extensor's Knee Flexor's

## Procedures

### *Pre-Session*

1. Have client lie supine and relaxed.
2. Actively or Passively (AL Ranking) move client into desired test position
3. Have client actively "hold" the position.
4. Perform QMAMC test into opposite direction
5. If (-) continue to other side
6. If other side (+) make note and note any pain
7. If performing the other tests repeat steps 1 through 6 for each position.

### *Decision Making (Take good notes!)*

1. If all tests negative therefore continue working by ROM limit.
2. If some test positive unilaterally correlate response anchors to ROM asymmetry and treat associated ROM.
  - a. Work ROM and recheck S-A:R-S if no change move to next ROM deficit
  - b. If change - move to next S-A:R-S test in the order that is positive and work associated ROM.
  - c. If no change - repeat #a.
  - d. If change - repeat # b
  - e. Work until exhausted ROM Asymmetries associated with positive S-A:R-S test positions.
  - f. If a test is still positive work unassociated ROM
  - g. Recheck S-A:R-S Positions
3. If some test positive bilaterally correlate ROM asymmetry and work thru ROM asymmetry
4. If no change consider segmental level influences

### *Intra Session*

When using the S-A:R-S Procedure to confirm if a ROM is causing a problem –

1. S-A:R-S tests should be negative prior to using this procedure
2. Have client actively perform suspected ROM that is causing inhibition
3. Recheck S-A:R-S – if positive
  - a. Test and work associated muscles for ROM performed in #2.
  - b. Retest S-A:R-S following each treatment.
  - c. Work that ROM until completed all associated muscles repeating #2 each time.

*Post Session* - Used to ensure that the client is leaving the session in a stable state = improved Allostatic Load?

## Initial Consultation

MTC	STR	PX	\$\$\$	DEC	PYS	SS
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*Date* \_\_\_\_\_ *Time* \_\_\_\_\_ *Location* \_\_\_\_\_

*Prospect Name* \_\_\_\_\_ **V A K** *Phone* \_\_\_\_\_

*Specialist Name* \_\_\_\_\_ *Referred by* \_\_\_\_\_

***Speech:*** Fast Mod. Slow Loud Medium Soft ***Posture:*** Arms Crossed Leaning Back Leaning Forward  
***Initially Stated Interests***

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Current Greatest Pain Location: \_\_\_\_\_ Level Ranking    0 1 2 3 4 5 6 7 8 9 10

### Exercise History

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### *Health/Injury/Disease History*

[illegible]

### *Previous/Current Medical Care*

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**# Meds:**

### *Px Indicators (Over)*

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*Time Availability* \_\_\_\_\_



## Physiologic Analogies/ Metaphors for Effective Prospect/Client Communication

By Greg Mack

### Transaction

The sales-professional (sender of information) is trying to convey what they feel is an important piece of technical information that will help the prospect (receiver of information), or client, gain understanding about a relevant aspect of the service/product. The prospect or client's understanding is considered important – as it produces joint comprehension of the domain – so that it can inform the decision-making process and build value.

These analogies and metaphors are useful:

- 1) in the **First Contact Step** in answer to the prospects question about what you do,
- 2) in the consultation during the **Present Your Stuff Step**,
- 3) during the **Report of Findings**,
- 4) during your **Sessions** as a continuing education and reinforcement tools to help the client gain understanding of process and reasons for doing and not doing things.

### Definitions

#### **analogy (n.)**

- \* a comparison between two things, typically on the basis of their structure and for the purpose of explanation or clarification:
- \* a correspondence or partial similarity: *the syndrome is called deep dysgraphia because of its **analogy to deep dyslexia***
- \* a thing that is comparable to something else in significant respects: *works of art were seen as an analogy for works of nature.*
- \* Logic - a process of arguing from similarity in known respects to similarity in other respects

#### **metaphor (n.)**

- \* a figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable: *"I had fallen through a trapdoor of depression," said Mark, who was fond of theatrical metaphors*
- \* a thing regarded as representative or symbolic of something else, esp. something abstract: *the amounts of money being lost by the company were enough to make it a **metaphor for** an industry that enough to make it a **metaphor for** an industry that was teetering.*
- \* The juxtaposition of two or more nouns in a way that positively asserts their similarities but does not disconfirm their dissimilarities.

#### **similes (n.)**

Closely related to metaphors with the exception that they introduce the words *like* or *as* into the comparison.

## The Analogical Reasoning Process

Rationale:

*A. Systematicity Principle* - the principle that states that connected knowledge is preferred over independent facts.

*B. Structural Mapping Theory* -

1. A sender is presented with a problem to solve, called the target domain. This is what is trying to be conveyed as the new idea/concept that the receiver may not have an understanding of.
2. The sender remembers a similar problem – called the source domain – for which an answer has been developed. The similarity is relational or structural not so much as actual object attributes. It is assumed that this source domain already possesses common understanding between the sender and receiver. Be careful – this is a big assumption.
3. The source and target domains are compared and contrasted; their relevant components are put in correspondence with each other. This relationship enables a mapping between the target and source components. This is typically done as an internal cognitive process by both sender and receiver but may need “connected” out loud to support the transfer and increase the likely hood of understanding.
4. The sender and receiver adapt the source domain problem to produce a mutually understood answer for the specified target domain.

Analogy gives a rather parallel relationship with two or more words. Analogy came from the Greek word, “analogia” that means proportion. This means that analogy explains the relationship between the similarities of two or more things. It is a comparison that points out or gives proportional relations to two or more things or words.

### Analogy Table Template

**(A)** - designates as Analogy

**(T)** - designates the Target Domain – the technical information to be conveyed

**(S)** - designates the Source Domain – the information that is commonly understood and used as the comparison for the technical information.

**Title** - The Description of the Analogy

**The Table Columns** themselves contain the key elements of each domain and their correspondence - i.e. the mapping.

**Key understanding** - the concept that is trying to be transferred and understood by the prospect/client.

**Solution** - The muscle system/exercise specialist answer to the problem presented.

**Example:**

***T - Ligament Control as an absolute limit in joint motion and muscle's role in relationship to that limit under force - If muscles fail to regulate forces appropriately then the ligament is stressed which could eventually degrade the integrity of the ligament.***

**Title: The Horse Trainer in the Corral (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Absolute Limits of Structure	The Corral
Force is acting on the ligament to stretch it	The Horse
The structure of the ligament dictates absolute motion limit in a specific direction.	The Rope and its Length

**Key understanding:** That when there are high forces on the joints and ligaments – like during sports and exercise - and the ligaments have to control motion because the muscles have lost their ability to control forces and effectively adjust their length and tension, and considering that ligaments only control motion at their extremes of length, then the ligaments get stressed and possibly damaged. It's better if muscles control the motion, position, and the forces of the joints.

**Solution:** Restore optimal muscle tension development so they can control forces more accurately and minimize stress on the ligaments.

### The Analogies

1. *T - Ligament Control as absolute limit in motion and muscle's role in relationship to that limit under force*  
*- If muscles fail to regulate forces appropriately then the ligament is stressed which could eventually degrade the integrity of the ligament.*

**Title: The Horse Trainer in the Corral (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Absolute Limits of Structure	The Corral
Force is acting on the ligament to stretch it	The Horse
The structure of the ligament dictates absolute motion limit in a specific direction.	The Rope and its Length
Where the ligament attaches on the bone/joint	The Horses Mouth Bit
Where the ligament attaches on the bone/joint	The Trainer's Hands and Position in Corral
The ligament cannot adjust its tension and only holds the position of the bones at the extreme of its length	The Trainer Maintenance of Position and the rope in the horse's mouth bit
There is Force acting on the ligament	The horse's strength can pull the Trainer out of position, pull the rope from his hands, or start fraying the rope – the mouth bit guides the horse around the trainer.
Muscle can control the relationship of the bones without undue stress on the ligament	It would be nice if the trainer had a system that could easily adjust the distance between him and the horse without constant strain on the rope and the horses mouth bit and his hands
Muscles lose their ability to control distance between bones then ligaments have to and they get injured.	Horse pulls too hard, no muscle control therefore all rope, horse gets out of position, and the trainer hurts his hands.

**Key Understanding:** That when there are high forces on the joints and ligaments as joints approach the ends of their structural integrity during movement or in maintaining positions - like during sports and exercise - and the nervous system has altered communication with muscles which then lose their ability to control it by effectively adjusting their length and tension and to attenuate the forces on the joint structures, then the ligaments have to control motion. Considering that ligaments only control motion at their extremes of length, then the ligaments get stressed and possibly damaged. It's better if muscles control the motion, position, and the forces of the joints such that motion is controlled throughout a spectrum of motion, not just the ends.

**Solution:** Restore and Improve communication to the muscle so that the muscle's length can be precisely managed and changed by adjusting its tension with changing conditions so that there isn't simply too extremes of motion - the end where ligaments must take all the force and tension and everything else where the ligament cannot control motion.

2. *T – The central nervous system has components that are fixed (hard-wired) and components that can change (soft-wired). The Muscle's Control is software and an important place where changing the communication within the system can change the system to improve or degrade system efficiency and sensation.*

**Title: The Human Body's Control System and a Computer (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Anatomy of the System	Hardware – the tower, the circuit boards, the keyboard, the mouse, the video card, the monitor, the speakers - the parts of the system that provide structure and interface with the user
The Connectivity of the System	Software – Microsoft Word, i-Tunes, Excel, PowerPoint – the parts of the system that can be manipulated and changed.
Movement Dysfunction and Pain	Computer Virus disrupting system control, i.e. inflammation, disease, overuse, bad habits, slow system response.
Communication within the system and error	Lines of code are only as good as the programming. i.e. daily habits, exercise, injury, surgery
Maintenance of physiology	Security settings, cookies, deleting unnecessary files,

**Key Understanding:** There are parts of the client's physical system that cannot easily change (i.e. genes and bones and organs and where they are each located in the body) and in fact are necessary in providing support/structure for the parts that can change. The neuromuscular system in particular is highly changeable and useful for improving communication and improving of movement dysfunction and removing negative sensations. As specific software programs run on hardware systems to do certain creative and flexible activities, so do muscles as flexible and creative software components of the base structure of human physiology

**Solution:** Restoring, improving and maintaining communication to and from the muscle so that the system can easily adapt to changing conditions so that errors don't occur and using the system degrades and its flexibility and creativity aren't compromised.

3. *T – The cartilage on bones in joints is crucial for their healthy operation and get and stay healthy via movement and forces from the muscular system termed “imbibition”.*

**Title: The Sponge in a Bucket of Water (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
Biological Fluids (blood, oxygen, nutrients, etc.) provide nutrients necessary for a body’s various tissues to be healthy and maintain their unique function.	Bucket of Water
Cartilage relatively hard and has low coefficient of friction but is porous and can shock absorb	New Sponge – stiff but porous with capability of absorbing larger amounts of water.
Cartilage no forces no fluid	Dry Sponge just sitting in the open air – overtime the sponge shrinks and loses its absorbing qualities.
Imbibition - cartilage porosity with compressive/tensile forces from muscles and external forces	Sponge in the bucket of water gets squeezed and unsqueezed with hand – fluid moves out of sponge and fluid moves back in
Cartilage no forces – no motion from muscle contraction and no external forces	No water moving in and out of the sponge therefore it is not performing its function
Muscles move joints and ensure that contact is made across the entire cartilage surface.	If you want the sponge to absorb as much fluid as possible you have to squeeze the whole thing not just the middle or the end.

**Key Understanding:** That cartilage serves an important role in smooth and pain free mechanical motion of the joints and is made up of a hard, slippery, but porous material. The trade off for having a hard and very slippery porous material is that nerve and blood supply is limited, as that would make the cartilage too soft, less slippery and not as good a shock absorber therefore compromising its role as a facilitator of smooth mechanical motion. The manner in which cartilage gets the nutrition it needs to stay healthy is by contact between its entire surface over time with some compression and tensile forces acting like a pump moving fluid in and out of the cartilage cells due its porosity. The muscle system is critical in managing the imbibition process and ensuring it occurs across the entire cartilage surface by maintaining the full motion of the joint in all directions possible.

**Solution:** Restoring, improving and maintaining communication to and from the muscle so that the joint system can make the fullest possible excursions (range of motion) within its structural ability so that it can easily adapt to changing demands. Combined with normal muscle control the local concentration of mechanical stressors is attenuated by appropriate muscle response and joint motion. A healthy cycle of joint surface compression and distraction is created for the entire joint/cartilage surface. This keeps joint surfaces and other structures protected from excessive amounts and frequency of compressive forces and cycles the necessary fluid and nutrition throughout all of the joint surfaces.

4. *T - The neurological and chemical communication system that controls the body ultimately impacts the development and sustaining of muscle tension is highly integrated and interdependent. Excessive energy/stress can overload a part of the system and interrupt its ability to function properly. This means that disruptions in any one part of the communication system can result in disruptions in several other areas.*

**Title: The Nervous System is a Circuit Board/Fuse Box with Circuit Breakers/Fuses (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Brain and Spinal Cord Anatomy	Circuit Board/Fuse Box - a piece of material on which printed or integrated circuits are installed.
The Brain and Spinal Cord Connectivity	Circuit - unbroken path along which an electric current exists or is intended or able to flow.
The Brain and Spinal Cord Interneuron System	Circuit Breaker/Fuse - a device for interrupting an electric circuit to prevent excessive current, as that caused by a short circuit, from damaging the apparatus in the circuit or from causing a fire.
The Cellular Neurochemical System (inflammatory and autocrine/paracrine process)	Circuit Breaker/Fuse - a device for interrupting an electric circuit to prevent excessive current, as that caused by a short circuit, from damaging the apparatus in the circuit or from causing a fire.

**Key Understanding:** The neurological and chemical communication system that controls muscle tension, movement and position, is a highly integrated and interdependent circuit. This means that disruptions in any one part of the communication system can result in interruptions of information flow into and through several other areas including muscles. These areas of the circuit then have reduced function and cause progressively stressful conditions on other parts of the circuit that may cause them to shutdown and result in dysfunction and pain, or even the lack of sensation.

**Solution:** Restoring, improving and maintaining communication to and from the muscle so that the system can easily adapt to changing demands such that local mechanical stressors are attenuated by appropriate muscle responses. This minimizes disruptions in the flow of information between the nervous and muscle system thus maintaining the systems capabilities.

5. *T - The neurological communication system that controls the body ultimately impacts the development and sustaining of muscle tension is a feedback system. The feedback comes from the peripheral sensory receptors and is critical in order to ensure proper muscle control.)*

**Title: Farming Irrigation and Watering the Crops (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Brain and Spinal Cord – The Central Nerves	The source of the water energy
The Peripheral Nerves and Motor System	The tributaries and pathways/pipes that deliver and distribute the water to the crops
The Brain and Spinal Cord Interneuron system	The gates and redirection switches that effectively distribute the water to the appropriate crops with the appropriate amount of water
The Sensory System and its connection to the Motor System	The sensors in the tributaries/pipes and in the crops that relay information back to the water source to share information about the crop health, how much water is being received, whether more water is necessary, or to curtail water delivery, etc.
The organs and other tissues that require the information from the central nervous system to function properly	The crops that need the water in specific amounts and regular intervals in order to grow and stay healthy.

**Key Understanding:** The neurological communication system that controls muscle tension and sensory information is highly integrated and interdependent. This means that disruptions in any one part of the communication system can result in disruptions in several other areas. If the information cannot be delivered or is not regulated properly, and/or the information that needs to be fed back so adjustments can be made to the flow of information is disrupted, then the tissues/muscles that need appropriate amounts of information – neurological and chemical – those tissues suffer and cannot produce high quality function/yield.

**Solution:** Restoring, improving and maintaining communication to and from the muscle via the nervous system pathways ensures that the tissues requiring the biochemistry necessary for their healthy growth, function and maintenance occurs.



6. *T – As a practitioner using strategic force application knowledge and behaviors on an individual's unique body there is an inherent process of systematically establishing boundary conditions, exploring those conditions, and collecting and analyzing evidence. This process informs decision-making and any conclusions regarding whether or not the practitioner can confront the conditions/needs that an individual presents.*

**Title: The Forensic Investigator (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Body	The Crime Scene
Physical History	Evidence
Physiological Data Collected i.e. Posture, Anthropometric Measurements, ROM, S-A:R-S MMT	Evidence
The Muscle and Joint System	The area taped off designating the boundaries of the crime scene.
The Forensic Laboratory	The Mobility Profile, Daily Notes and Work Space Equipment.

**Key Understanding:** The relationship between a client and a muscle system/exercise practitioner is one where there is a definitive beginning and then ongoing process of procedures and data collection in a field of uncertainty and missing, or unobservable, information. Despite this limitation enough evidence may be collected to draw strong inferences and conclusions about whether to begin working, where to begin working and how to proceed. The client should be informed, agree to, and be prepared for a systemic and progressive process over what might be many months to address their unique needs and fundamental objectives.

**Solution:** Conducting a thorough search for, and collection of, relevant historical and physiological data about the client serves to improve practitioner decision making regarding if, when and how to employ strategic force application strategies and techniques to solve the problems and meet the clients fundamental objectives. Taking notes, recording observations, and progressively testing hypotheses leads to a more complete understanding of the nature of the muscular contributions to the client's situation.

7. (T) In an interdependent system any pieces that are missing function creates focused stress on existing function)

**Title: The General Contractor & Starbucks Story (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
Motor Control System	General Contractor
Individual Muscles	The Different Subcontractors – i.e. painter, electrician, plumber, roofer, framer, etc.
Physical Activity/Exercise	Work-Site Demands
Muscles Not Working	Some of the subcontractors relaxing drinking latte's at Starbucks and decide not to return to the job site.
Compensation	The remaining sub-contractors doing their jobs plus trying to do the jobs of the missing subcontractors.
Compensated Muscles/Tissues now Decompensating	The subcontractors working hard for too long without rest start breaking down.

**Key Understanding:** In order for the whole muscle and joint system to work well during exercise or physical activity all the individual components need to be working together and in cooperation. If any of the muscle components are slack for any reason then extra demand may be placed on the remaining components leading to compensation. These compensating components then get overworked and fatigued thus reducing their capabilities. This is often where local or regional symptoms are experienced. Giving these overworked components more to do does not solve the problem. Those components that are slack in performing their jobs need to return to the job site.

**Solution:** Find and return the muscle components that are not working back to the work site – in this context the muscles that are not developing tension properly – and this will take the stress off the muscles that are compensating thus improving overall functionality and meeting the activity/exercise demand efficiently. This is done by systematically locating the areas where work is not being performed via the ROM and then conducting tests to see who is available or not via the MMT. Then strategic forces or other techniques are applied to bring the target muscles back to developing tension properly so they can coordinate and cooperate with the other muscles in order to spread out the work load.

**8. (T) Coordinated and balanced effort manages forces effectively**

**Title: The Firemen and the Fat Lady (A)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
Muscles and the Tension they Create	Large Round/Square Catch Tarp
Overall Tension Generated	The Strength of Each Fireman
The Force acting on the Body	Fat Lady
The Reason for the Force	Burning Building
The Amount of the Force	Height of Jump
The Direction of the Force	Strength of the Jump – How far out she jumps
The Attachments of the Muscles and their influence based on this attachment orientation.	The Distribution of Fireman around the Tarp
The Sensory/Reflexive response of the Nervous System	The Anticipation and Reaction of The Fireman and the initial and subsequent adjustment of tension applied to the tarp – Trampoline or Not Enough

**Key Understanding:** When forces like exercise are acting on the body and the body needs to originate action and then react appropriately through coordinated and precise effort then the forces are attenuated and the tissues are protected from injury. The neuro-muscular system is designed to act and execute the specific response of the body to the forces and changing conditions so that those forces do not concentrate in a specific area and damage that tissue. If any aspect of the system is unable to react appropriately or is out of position then the forces have the potential to cause injury.

**Solution:** Ensure that the muscle system is at optimal function and that the nervous system can communicate and process precise information to regulate forces in such a way that body tissues are protected from excessive localized stress.

**9. (T) High Forces applied to the body's tissues at a High Frequency will break down the body**

**Title: NASCAR Race Car, The Driver and The Engineer (Days of Thunder Movie)**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
Exercise Training	Racing the car around the track
Training Volume	The number of times around the track per unit time
Training Intensity	The speed of the car
Exercise Tools/Techniques	The curves and straightaways of the track
The Joints and Other Tissues of the Body	The Tires and Brakes
The Muscles and Nervous System	The Power Steering and Gear Box/Transmission
The Personal Trainer/Group Ex Instructor	The Race Car Driver
The Muscle System/Exercise Specialist	The Engineer
Tissue Damage	The Race Car tires and parts get worn out and decrease the car's efficiency.

**Key Understanding:** Exercise training places stresses on the body. The emphasis on working as hard as possible and burn calories and build muscle often creates overtraining and inadequate recovery due to excessive volume and/or intensity. These stresses over time begin to create wear and tear on the joints and other body tissues. Understanding the forces on the body gives one a better understanding of how to efficiently race the car and minimize or even eliminate the wear and tear (the damage) and may even help the car run better. Muscle System and Exercise Specialist understands the forces on the body and can locate and improve the power steering and knowledge of how to exercise efficiently without undue tissue stress and damage.

**Solution:** Work with a Muscle System/Exercise Specialist in conjunction with an active lifestyle in order to learn how well the body currently operates and also learn how to use the body and forces to change it in the direction one wants without creating damage.

10. *Can't work on the body to identify and sole performance issues easily while it's being used*

**Title: The Car Check Engine Light and the Mechanic**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Human Body	The Car
The Muscle System/Exercise Specialist	The Mechanic
The Mind of the Client/Prospect	The Owner of the Car
Sensations the client/prospect doesn't like (Pain)	The Check Engine Light

**Key Understanding:** When the physical body is experiencing physical performance issues and subjective sensations the client doesn't like, the body is signaling that there is a problem. It is difficult to identify and work on the problem if the client keeps using their body via sports or exercise and doesn't allow the specialist to get a handle on the problem.

**Solution:** Temporarily interrupting the activity in order to allow the specialist to accurately identify and begin solving the problem so that the pattern and progression of the issue does not continue.

11. *The Role of the Specialist in working on a client while still exercising and when to stop exercising*

**Title: Pit Crew vs. The Garage**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Client's Body	The Car
The Race	The Exercise/Sport/Activity
The Specialist	The Pit Crew keeps the car racing during the race
The Specialist and Medical Practitioners	The Garage is where you bring the car when its broken and the pit crew can't fix it

**Key Understanding:** When a client is exercising vigorously and frequently they are accumulating wear and tear on their body and need to get regular checkups to ensure their body can continue taking the forces of strenuous activity. If they avoid these checkups and or encounter a serious problem the will have to stop exercising and deal with the issue which takes more time and resources and work to solve.

**Solution:** The client should agree to a regular interval of sessions with the Muscle System/Exercise Specialist in order to deal with problems while they are still small and get be dealt with while still exercising regularly vs. waiting until something really bad happens and they have to stop activity all together.

12. When muscular contractile efficiency is compromised in the body then its motion changes and becomes restricted.

**Title: Walking an Ice**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
Loss of Muscle Contractile Efficiency	The Ice
The Body's Change while ambulating	Guarded ambulation - Lowered Center of Gravity, shorter steps, hands out to the sides to keep balance and avoid slipping and falling = compensation = anxiety and fatigue and slows down motion

**Key Understanding:** When the body's control of muscle contraction is compromised then its range of motion becomes limited and it begins compensating which leads to imbalance, concentration of stresses and excessive fatigue.

**Solution:** Restore muscle contractile efficiency in order to restore full ranges of motion and limit compensation, local stress concentrations on body tissues and fatigue.

13. *Ligaments being used to control joint motion vs. the muscle system.*

**Title: Mountain Road - Cliff Switchback Guardrail**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
Joint Motion	The Car moving along the road
Ligaments Role	The guardrail keeping the car from falling off the side of cliff
Muscle Role	The Power steering of the car keeping the car in its lane between the guardrails and mountain
Neurological Control of Muscle Contraction	The ability to accurately steer the car through changing directions without banging into the guardrail which beats up the car and the guardrail

**Key Understanding:** The nervous system's control over the body during motion and in maintaining its position is expressed through precise development of contraction tension in the muscle system. This mode of control keeps stresses off of other joint tissues like ligaments thus protecting them for excessive strain and damage. When muscle control is compromised then the joint can reach its edges of function quickly and have to rely on the ligaments for control that strains them and could result in degradation and injury to the ligament.

**Solution:** Restore muscle contractile efficiency such that the muscle can easily control motion under changing conditions and avoid allowing ligaments to control motion that could stress and injure them.

14. *The client needs ongoing and long-term management of their muscular system*

**Title: The Dentist's Orders**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
The Muscle System/Exercise Specialist	The Dentist
Ensuring the Muscle System is Optimal	Cleaning
Doing Homework	Flossing, Brushing
Periodic Assessments of Muscle System	Inspection for Disease
Physical Activity	Chewing and Drinking

**Key Understanding:** The neuromuscular muscle system is under demand, especially if exercising regularly. This demand starts a process of wear and tear on the body. Therefore it is important for the client to learn homecare techniques to keep their body tuned up and make regular visits to their specialist for more in depth assessment of muscle system capabilities.

**Solution:** The client agrees to regular intervals of sessions even after their original issue is addressed in order to ensure the long-term health of their muscular system.

15. *Muscular control influences the balance of the skeletal and joint system – when muscles lose their contractile efficiencies there are imbalances in the control of the skeletal and joint system.*

**Title: Car Alignment and Tire Wear**

Technical Knowledge Domain Items →	(S) Relation/Structure Comparison
Joints	Tires
Rack and Pinion System	The Skeleton/Joints
Wheel Alignment	The balance of muscles acting on joints
Uneven Tire Wear	Arthritis

**Key Understanding:** By maintaining proper muscular control around joints the joints receive balanced forces and avoid getting worn out in specific places which compromise control over the body and limits joint wear and tear.

**Solution:** Ensure that all muscles are contracting properly and function well to control joint motion and maintain proper skeletal alignment.

## The Metaphorical Reasoning Process

Metaphors contain four critical components: the two or more items being compared, called a **tenor** and a **vehicle**, and the way the items are related. The tenor is the topic of the metaphor, and the vehicle is what the tenor is described in terms of. The similarities are called the ground and the dissimilarities are called the tension. Metaphor originated from the Greek word, metaphor that simply means to transfer. Given this etymology, metaphor is a figure of speech that actually transfers the meaning of one thing directly on another unit. It is actually an implicit comparison that inventively points some thing with another thing. This is actually being used in stories or poems by authors to put a twist to the meaning of certain word.

**Rationale:** Individuals understand metaphors not as statements of comparison but as statements of category membership, in which the vehicle is a prototypical member of the category.

### Metaphor Table Template

(M)- designates as Metaphor

(T) - designates the Tenor – the technical information to be conveyed

(V) - designates the Vehicle – the information that is commonly understood and used as the comparison for the technical information.

**Title** - The Description of the Metaphor

**The Table Columns** themselves contain the ground and their category correspondence.

**Key Understanding** - the concept that is trying to be transferred and understood by the prospect/client.

**Solution** -The Muscle System/Exercise Specialist answer to the problem presented.

#### *1. The Haptic Stimulation is like fighting fire with fire*

Tenors	Vehicles

**Key Understanding:**

**Solution:**

## Sales Course

### *Weekend One Homework*

1. Prepare a 30 Second Commercial for the following suspects (use back of this page):
  - a. A regular gym member
  - b. A business executive
  - c. A small business owner
  - d. A Yoga instructor
2. Give your 30 Second Commercial to at least 2 people and Debrief what happened here:

First Name	What Happened?

3. Describe your Thoughts, Feelings and Physical Action immediately before and after the 30 second commercial delivery:

Before	After
THOUGHT: FEELING: PHYSICAL ACTION:	THOUGHT: FEELING: PHYSICAL ACTION:

THOUGHT:	THOUGHT:
FEELING:	FEELING:
PHYSICAL ACTION:	PHYSICAL ACTION:

4. What does the concept of “I”/”R” mean to you?
  
3. Did you have a chance to try the “Stroke –Reverse –Nurture” skill? If so what happened?
  
4. Write out your S-R-N response for the prospect question “How much is a session?”
  
7. Define Strip-lining
  
8. Define Dummying-up and why it is used in a sales transaction by you – the sales professional?
  
9. What is a pain indicator? What do we do with one?
  
10. What is the only question you will ask at the end of the Face-to-Face interview?



Sales Training and Development  
LESSONS LEARNED

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

MY LEARNING MOMENT OF THE SESSION WAS:

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I WILL STOP DOING:

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I WILL START DOING:

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I WILL CONTINUE DOING

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*Proper Practice helps you hit the Proper Place on the Target!*

